

# Pengembangan Saluran Pemasaran Melalui Media Sosial dan E-Commerce Serta Pembuatan Standar Operasional Prosedur Promosi Pada Instagram UMKM Selempang Grosir = Development of Marketing Channels Through Social Media and E-Commerce and Standard Operating Procedures for Promotion on Instagram MSME Selempang Grosir

Elfadhanadya Kusuma Prasetyo, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920537021&lokasi=lokal>

---

## Abstrak

Pengembangan strategi bisnis khususnya dalam segi pemasaran harus terus dilakukan guna meningkatkan pertumbuhan bisnis agar tidak stagnan. Setiap pelaku bisnis harus bisa beradaptasi dengan lingkungan bisnisnya terutama era digital saat ini, tanpa terkecuali usaha mikro, kecil, dan menengah (UMKM) untuk terus mengembangkan bisnis dalam dunia digital. Tesis ini bertujuan untuk mengembangkan saluran pemasaran UMKM yang sudah mulai bergerak ke dalam dunia digital, yaitu UMKM Selempang Grosir. Pengambilan keputusan serta data penelitian business coaching ini didapatkan melalui wawancara, observasi, focus group discussion, dan mini survey kepada pelanggan dan non-pelanggan Selempang Grosir. Melalui metode pengambilan data tersebut diperoleh kesimpulan bahwa Selempang Grosir layaknya perlu melakukan pengembangan saluran pemasaran melalui media sosial dan e-commerce disertai pembuatan Standar Operasional Prosedur (SOP) promosi pada media sosial tersebut.

.....The development of business strategies, especially in terms of marketing must continue to be done in order to increase business growth so as not to stagnate. Every business must be able to adapt to the business environment, especially in current digital era, without exception Micro, Small and Medium Enterprises (MSMEs) has to continue to develop business in the digital world. This thesis aims to develop marketing channels for MSMEs that have begun to move into the digital world, which is namely MSME Selempang Grosir. Decision making and also business coaching's research data obtained through interviews, observations, focus group discussions, and mini surveys to customers and non-customers of Selempang Grosir. Through the method of data collection, it was concluded that Selempang Grosir need to develop marketing channels through social media and e-commerce with the establishment of Standard Operating Procedure (SOP) promotion on social media.